

NEW MEDIA BETWEEN NEGATIVE AND POSITIVE, AND IT'S IMPACT ON SOCIETY

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Abstract

The research aims to make room for a growing interest in the subject of the media to talk (the Internet and satellite channels), and the study of their differing effects on society, by introducing this topic for researchers and decision-makers of social policies, where it is hoped that cast more attention to field studies in different aspects of it. The Internet has become, for example, a basic knowledge of information sources and a source as well as its use in the formation of attitudes and values of individuals, giving the countries that possess the potential to impose its culture on the members of the communities. This research depends on descriptive and field study to describe the phenomenon of the use of new media, and clarify all aspects and in all its dimensions, particularly the social dimension. Also it relied on the analytical method, which is in fact the phenomenon of using the Internet and satellite channels analysis, in terms of visibility of the social implications of their use, especially on young people from the point of view a sample of respondents, and the way the field study.

Keywords: New Media, The Internet, Social Values, The Electronic Media.

1. Introduction

The transfer of information communication technology has become a key tributary, and an important pillar in the construction of social, economic, political and cultural rights system, in light of changes and developments in this era of knowledge. It is known that, the centuries evolved through mutations, agriculturalis the first of which, then industrial, and now the information, or what characterized (The Post Industrial Society), where human societies have seen during the last decade of the last century, the rapid and successive developments of communications technology the information, which helped facilitate the possibility of humanitarian and cultural interaction, and perhaps the most important of which is the World Wide web (Internet), which is the highlight of the findings of modern science¹, and is also the most important human achievements in the information age, and the attendant that the relations are not fixed, and it is difficult to predict to determine the effects of its use in the long term².

There are many features that make the Internet a way communication preferable to other means, enjoying high appeal among all of its users, namely: the flexibility of use, ease of access to any of the sites, and makes the connection over the Internet to expand the network of individual social relationships with others at the local and regional level and international, regardless of their political and economic backgrounds, social, ethnic, and nationality, including especially the youth who may use up to the point of addiction category, which could affect human behavior, and a network of social relations³.

2. Forms of new media

Social networking, the most famous sites (Facebook, Twitter, YouTube), are popular, and most follow-up by young people more than online newspapers and blogs, this is because it has become a way of life for most young people in the world. The reason for the follow-up of youth for electronic newspapers is to follow the most important events political and private, followed by other reasons, it can clarify some aspects of the Internet.

2.1 Satellite

Besides the Internet, satellite media power has grown, and increased competition among satellite channels to attract young people, through the broadcasts of social and recreational scientific programs, and satellite channels turned into an instrument of influence on young people to form their personalities and social behavior, it work to influence of young people positively or negatively. The time watching of satellite TV is large and quickly, and say that the empty house of follow-up, the number of hours spent in pursuing the young satellite channels is too long, as well as the length of the period of the broadcast day. Arab satellite channels are divided into:

A. Official government channels: It means the channels that are owned or leased by the official television bodies, followed by a complete dependency, and undoubtedly, these channels are large numbers.

B. Channels owned private sector Arabic: They are those channels that precluded her official capacity or direct explicit dependency States or Arab governments, which are funded by the private sector, divided into channels broadcast from outside the Arab world and other broadcasts from within the Arab world.

In all cases, whether they are public or private channels ranging from news and Variety, films and sports, among others.

The objectives of the establishment of specialized channels:

1. Provide specialized television services characterized by quality, accuracy and

comprehensiveness.

2. Meet the needs of the diverse sectors of the masses in Egypt and the Arab world.
3. Expression accurately and objectively about the political prestige of the broadcasting state.
4. Emphasis on national affiliation and uphold a sense of national identity.
7. Dissemination of political, cultural and economic awareness and encourage active participation.
10. Building bridges of creative interaction between the masses and what is happening outside the home.
11. Strengthening official efforts in the dissemination of education and eradication of illiteracy.
12. Dissemination of cultural and sports and health awareness and educate young people and to provide supervisory models and ideals to young people.

Media Today, a shift from just impart information and ideas to the actual contribution to the formation of life in the political and cultural dimensions, and social and economic because of its ability to support the attitudes of individuals and groups or modified or changed⁴.

It is all that we note the need for an effect regardless of its level, and nature, and its effects, in particular, that the media today is no longer limited to satisfy the concerns of planting information, but turned to the concerns of industry and re-cultural composition of the human person, through various media vessels and advanced technologies, and that human deficit in front of its influence on the follow-up of the above and take it, even within the limits of his needs and interest⁵.

It has been featured in recent great interest in communion space in many areas, especially from industrialized nations⁶, which mocked the space to serve its purposes and foremost informational purposes by the fact that the media is capable of detecting the aspirations of the future in light of the evolution of space communications, and the spread of satellite channels accordingly desire to expand the scope of the interaction between the sender and receiver, wherever it was⁷.

Hence, the use of satellites in communication and information, in response to the need for a modern urgency stems from the importance of information and communication in today's world at the local and global scales, communication and information has emerged, and it became one of the most important channels of communication and interaction between the

peoples of the world and the State, without the slightest regard for geographical ranges or political borders or national sovereignty, or the rights of States to control what is offered to their people through various channels of communication information, which led to the emergence of a global phenomenon of communication, and the spread of government and commercial satellite channels⁸, and intense competition, including in the areas of political and commercial marketing. Also led to renewed calls for the establishment of a new information system at the national and international level, having become man acted under powerful new patterns of communication should be devoted to the enrichment of human life does not control it⁹.

No exaggeration to say, that the humanitarian community to dominate the communicative modern, technologically advanced may be subject to confusion and chaos, where those developments in computers and means of communication led to the strengthening of the role of communication and its impact¹⁰, and what concerns us is in fact the satellite channels, jumped the number contained in them the moon (Intelsat 6:80.000) voice channels achieving double the number in the moons sixties by (165) double, with an increase in the shelf-life of several months to ten years and more¹¹.

Through the review of the reality of General satellite channels disposable received, showing a lack of clear objectives through normal programming, it is commercially viable is still not profitable, and culturally, they do not represent mostly the culture of the country of origin or culture, which belongs to the owner of these channels to the high rate imported programs in many of them, which are often not of an international dimension to the local nature of most of them, this is what sustains say that the goal of this government channels is the desire to be present space to remain within the options available to the local viewer space¹².

2.2 Social media

Is an online social websites on the Internet, and is considered the backbone of the new media or the alternative, which allows individuals and networking groups among themselves through this virtual space¹³.

2.2.1 Concept of social networking sites

I saw social networking online sites¹⁴, widely prevalent in recent years, attempt to provide many services and achieve different gratifications are colorful and varied, comes in the forefront of Facebook, Twitter, Youtube, Instagram, and others¹⁵.

The main idea of social networks based on collecting Member data subscribers in the site, openly and be published this data so that members with meets the common interests who are looking for files or images ... etc., ie they are effective network sites, works to facilitate social life among a group of acquaintances and friends, and old friends was able to communicate with each other, and after a long year, enables them - well - from the visual and audio communication and exchange of photos and other possibilities that solidified the social relationship between them¹⁶.

Social networking sites know - well - as a system of electronic networks over the Internet, which allows subscribers to create a special site¹⁷, and then linked through electronic social system with other members have the same interests and hobbies. A Digital Media, which provides in digital and interactive form, depends on the integration of text, image, video and audio, as well as the use of computers as a key mechanism to him in the process of production and presentation, interactive is the main difference that distinguishes the most important features¹⁸, defined as those social networking sites that allow surfers the ability to share files and photos and share video clips, as well as enable them to create blogs, conduct instant messaging conversations, and send messages¹⁹.

2. 2.2 The important types of social networking sites

Since the first appearance of social networking sites colorful and varied between personal networks and the public aspires to achieve specific goals (commercial, for example), and since its inception different sites that tops the list from year to year, with the development of social networking sites has become classified comes in view of the mass where the top of the list a number of networks and the most important (Facebook) and (Twitter) and (Instagram), and the location of videos (YouTube), which are the sites that we're talking about as the most important social networking sites at the moment and as well as given the different specialization of each site.

Facebook: It is a site for social networking, it lets through which ordinary people and legal entities (such as companies) to highlight itself and enhance its position across the site tools to communicate with other people within the scope of that site or by communicating with other communication sites, and create links to connect with others²⁰. Founded (Mark Zuckerberg) student at Harvard University (2004) in conjunction with all of the (Dustin Moskovitz) and (Chris Hughes), who specialized in the study of computer science, the social network's Web site allows users to enter their personal data and the exchange of information and the other with users the location, and the membership site limited initially to the students

of Harvard University, for the purpose of communication between the students at this university, but then extended to include other colleges in the city of Boston and the University (Ivy League) and the University (Stanford), and then spread its use among students of other universities in the United States, Britain, Canada, and the site now widened to include more than one billion users worldwide²¹.

Twitter: It was chosen as the bird as a symbol of this site, which was founded by the young man (Jack Dorsey) (2006), one of the social networks that have spread in recent years, and played a major role in political events in many countries, especially the Middle East, and took the Twitter name from the term (tweet) which means Twitter and taken Sparrow his symbol, a mini service that allows warblers send short text messages no more than 140 characters per message.

YouTube: Founded in (2005) by (3) former employees in pay pal company) are: Chad Hurley and Steve Chen and Jawed Karim in California, uses technology site (Adobe Flash) to view animated sections, where the content Location varies between clips and movies, TV, music clips, videos produced by hobbyists and others²².

Instagram: A free application works on smart phones used to share images via software and social networking sites, was launched in October (2010) allows users to take a picture, and add a digital to filter, and then share it in a variety of social networking services, and network Instagram itself²³.

2.2.3 Characteristics of social networking sites

Social networking sites involved in the basic properties, including:

A. Personal files or personal pages: Through profiles can identify a person's name, find out basic information about it, such as race, date of birth, interests and personal images, in addition to other information, is a profile entry gate to the world of the person, it is through the main page of the file profile can watch the activity the person recently, and find out who his friends are and what are the new images placed in addition to other activities²⁴.

B. Post: Social media sites encourage contributions and feedback from interested persons, as they blur the line between the media and the public.

C. Openness: Most of the media across social networking sites offer an open service for the feedback and participation, or construction and the amendment to the page where they are encouraged to vote and comments and exchange of information, but rarely are no barriers to access and take advantage of the content.

D. Conversation: Where is characterized by social networking sites and social media from traditional, through the availability of two-way conversation, any participation and interaction with the event or the news or information presented²⁵.

E. Friends / relations: They serve people who recognize them person for a particular purpose, which launches the name of "friend" to the added to the list of friends a person of social networking sites, while launching some special social sites professionals named connection or relationship (contact) on added to the list person.

F. Send a Message: This feature allows you to send messages directly, whether in the list or not.

G. Photo albums: Social networks allow users to create an infinite number of albums and lifting hundreds of pictures on them, and allow the participation of these photos with friends to carry out and comment²⁶.

H. Community: Social media allows communities to form their own quickly and communicate effectively, and then, linked to those communities around the world about the interests or common interests, such as photography, or a political issue or a favorite TV show Love, the world has already become a small village containing a society electronically convergent.

I. Groups: allows a lot of social networking sites create interest groups, where they can create a particular and specific target under the name of the property, and provides a social networking site for the owner of the group and joined to it by the yard like a forum, a mini interview and mini photo album²⁷.

J. Interdependence: characterized by social networking sites as an interconnected social network with each other, through links and links provided by the pages of those sites, that connects you to other sites for social networking²⁸.

K. Pages: invented this idea site (Facebook), commercially effective manner and used, where is currently working on the establishment of targeted information campaigns, allow owners of commercial products or events guide their pages and show them to the class they identify users, and the (Facebook) to deduct an amount for every click is accessed her by any user clicked on the ad, with the idea of the pages to create a page where put information about the product or personal or event, and users will then surfing these pages by specific divisions, and then if any attention to that page they have added to their file Profile²⁹.

2.2.4 Motivated use of social networking sites

There are several motivations make individual moves from the real world to the virtual world, and creates one account has at least one social networking sites, and among the most important factors that drive the various individuals - especially young people - to participate in these sites include:

A. Family problems: constitute a family protective shield of the individual, providing him security and protection, stability and reference, but in the case of the lack of an individual for these integrated environment, produces has a kind of social unrest, which makes looking for an alternative, to compensate for the deprivation, for example, it may appear in the absence of the role of parents or one of them, because of the concerns of life or family breakdown.

B. Vacuum: The vacuum caused by poor time management or good exploited properly, which makes the individual does not feel value and looking for a way to hold the time, among the social networking sites³⁰.

C. Unemployment: express the discontinuity and lack of professional integration, which leads to support the social and psychological integration process, there are unemployment and continuity people who are made malcontent on the society.

D. Curiosity: form social networking sites scientist default full of ideas and techniques and renewable, that appeal to the individual for testing and use, both in his scientific career, process or personal sites, social networking is based on the idea of attraction, and if there bilateral attraction and curiosity check it.

E. Dating and friendships: social networking sites helped to form friendships, where he combines these networks friendships between realism and virtual friendships; they provide an opportunity to link relations with members of the same community or other communities of different between the sexes or between members of the same sex.

F. Marketing or search for jobs: in fact, social networking sites are no longer just for dating, but has become a powerful marketing tool and is very effective for business owners, being a low-cost, and ensures ease of communication inside and outside the workplace, as well as easy to join and subscribe to it.

3. Youth and media

3.1 Role of media in political thought takeaways

Media form in contemporary reality lifeblood, and no one over the widespread deny broadcast media, whether radio or satellite or the Internet, and became its impact is clear at all levels, no doubt that young layer of the target for all those layers, it is no secret that for this category of impact on their communities and thus on the status of their country positively or negatively - in the contemporary world has evolved means of communication, and the transfer of ideas and information, they passed the speed of light and sound, the world and invade in a few seconds.

Media and information, such as television and Internet networks, computers, journalism, radio, book and magazine, has become the dominant force on the thinking, and effective in the formation of the pattern of behavior, the young formatted more than others for the reincarnation of the characters, and influenced by the personalities who appear on television or the Internet networks screen, and as a result of globalization and technological advances, communication has increased among young people today often than before, and became an influential voice in a larger, they make up the source has not yet been exploited to achieve development, change and progress, according to the results of some studies showing the impact of media on youth as³¹:

1. As a result of statistical in Lebanon belong to watch the video recorded, to watch social and emotional films won the first division, and replaced detective films in second place.

2. A study conducted in the United States at (110) yet punitive Foundation found that 49 percent of this group gave them the cinema wanting to take up arms and (12-21%) of whom the film gave them the desire to fight the theft and the police.

3. The report of the World Health Organization for juvenile delinquency, and in the words of a French judge stated: "do not I get any hesitation for some movies, a private detective movies most dramatic adverse impact on the majority of cases of deviation to the events".

Also, available to these young people from the entertainment and leisure unless not available to their parents, and among the messages that speak the language of young people and between the various modes of entertainment are often broadcast the same moral character oriented campaigns or my speech to serve the purposes of countries that broadcast these means.

Media Concepts acclaimed new media, the developer media, contemporary media, new media, and multiple names and the concept of a single weapon double-edged, according to

the (Thomas Cole) word: "I do not care who owns armies and guns media is putting pressure on the trigger and directs the battles".

New media produced addiction-mail, which caused the disintegration of the family, and the accompanying destabilize relations humanitarian, social and educational links, outbreak about the phenomenon of divorce and abandonment of wives and neglected children and the deterioration of the family, where he became the parents no knowledge of anything like their friendships and their relationships and their daily activities.

Perhaps this age group is concerned with the era of globalization and its issues and problems, Globalization is universal a project for the future, as the framers and advocates, thinkers and aims to it, therefore, the new generation is the former engages with this globalization and tools, computer, Internet and complex networks information became available to the hands of young people at ease and pleased, while these things for generations older dilemma is not a solution to it, and the patterns of living posed by the globalization of the food, drink and cultural habits geared primarily to younger generations, because they are best able to respond to the rapid acceptance of any new concepts³².

Hence, we can say that in the near future, probably take globalization broader scope in influence and control through the new penetration mechanisms, to raise another form of this breakthrough, and besides the phenomenon of globalization and the control of Western values, there is a lot of local internal factors that help create the conditions to youth delinquency, and cause them pushed out for the values of society, and let them do the demolition of their communities not factors to build and reconstruction³³.

3.2 Behavior characteristics of new media users from youth

Research found that respondents, who own blogs, use them to express their ideas as the main reason, and then to put forward their views on local and Arab issues, and the dissemination of images, is no secret the impact of blogs in the political life in the recent period in the Arab world, in addition to social networking.

Sample of respondents indicated that the vast majority of them (83%) use the Internet through a smartphone, while the rest of the respondents were using a home computer or a computer through internet cafe, and demonstrates the extent of the link network of social communication at any time and any place.

Search results found that most issues entertainment issues follow-up by young people, followed by political issues, and that this is due to the majority of young people, and because

of the difficult conditions experienced by most, turn to electronic media to search for entertainment, but this does not prevent the importance of political issues for young people, it comes in second place immediately after the entertainment

As it turns out from the search results, that the hours remain before the Internet and television, ranging from 10 hours for the first and second (4 to 5 hours), explains that what the Internet from a share in the young people time and the acquisition of the interest, as the diversity of the purpose of the use of new media, where the multi-purpose use of the Internet with leisure (20%) and reading e-newspapers (10%).

The social networking sites amounted percentage (85%) and scientific services increased by (45%) during all the academic year period, for the work of the research that asks them, while users of the Viper and WhatsApp was (100%), due to the free services communications provides to its users that.

The satellite, view justifications varied and diversified, with leisure and sports programs and policy, through the talk show programs and religious programs, and then talk that has spread widely and is the purpose of cooking programs and channels have taken these programs are important in the same previous arrangement.

The surprise is that the proportion (80%) use the Internet in isolation from the family in closed rooms, and the remaining percentage, between Cafe net or its presence in various places alone away from the control of others, illustrated through it, the extent of young people feel and their recognition of isolation and lack of communication with relatives, as well as participation at public events, which led to alienation and isolation from family and society.

The concept of alienation is divided into more than one hand, the mismatch of alienation as a social phenomenon psychological, and is that the psychological phenomenon and has a social or social implications and its psychological impact, it is the case of controls on the individual complete control, so that makes him a strange and away from aspects of social reality³⁴, but they make an individual connection society last more familiar with and that's what people think, as well as cultural alienation from frequent immersion in violation of the habits of young people, traditions and the teachings of his religion and mental absent from the course of events in his homeland, and cultural alienation cultures can only be achieved in an environment where weaken the power of belonging and characterized by the collapse of standards in the social structure and the surrounding people's feelings where rejection and non on cultural vacuum³⁵.

4. New media between negative and positive

The Internet and satellite television, and others, have their advantages and has at the same time well-known for all their flaws, they are just a tool we decide we use it without asking Is it harmful or beneficial, and it is difficult boundaries draw between the use of the student of the Internet, for example, professional and scientific purposes, or personal, and to prevent children access to the Internet and social networking sites, it may not be effective in many cases, due to the ability of many of them to be accessed via other channels, such as mobile phones.

4.1 Negative phenomena of New Media

However, there are many negative effects³⁶ to the environment communicative modern, are: human influences, cultural breakthroughs, physical impacts, ethical, political and other, which will be talked about in detail later³⁷.

It is noted that the drama coming from foreign channels pose a real threat to the Arab viewer³⁸, Talk-show programs ignore the pressing issues and problems for Arab youth, and revolve around the trivial topics such as low song level and the status of football³⁹ and dialogues with the actresses and bring them as role models for young people, entertainment and recreation programs dominated by songs (video clip) descending in the lyrics and melodies and sounds of singers, which displays manner eroticism cheap that indicate degrading moral decadence and lack of taste and lack of creativity that has become synonymous to inform the youth culture as a whole⁴⁰.

We can confine cons of the new media in the following points:

1. The Internet, despite its benefits, is not without flaws, such as malicious viruses who have found in the Internet an easy way to spread hatred and pornographic pictures and recipes bombs and drugs industry messages, as well as the presence of certain sites to teach a person different ways to suicide.
2. Internet is an open global system connects about (230) countries around the world vary in their laws and regulations, and even what is considered acceptable in one of which is not acceptable in others.
3. Internet has become psychological, social and economic pressures on individuals source, where the individual is belonging to the culture of the Internet is exposed to criticism for not coping with the elements of this culture, and that this practice can be costly financially, especially those who have no income.

4. Alienation within the family, where the number of hours to sit down for family members with each other and rode each individual computer and television in his room most of the time while sitting at home, and this is what is the most prominent manifestations of change that practiced by satellite TV on society.

5. The seriousness of what is broadcast by satellite from the exclusion of local and national cultures and fragmentation.

6. Direct effect on socialization, where he was safe from the influence of Western culture, is reflected in the way of eating young people and the quality of food offered and the spread of Fashion Western confusion among the young and strikingly, as the apparent change of family roles change between parents and children of shows where dealing with family issues and even daily life style, and the emergence of the difference in views between the parents' generation and the generation of children, perhaps to the extent of the psychological conflict, as well as the spread of foreign education in Egypt and the Arab countries, starting from kindergarten to university level, which is pleased to students taking note of the cultures Bank by watching satellite TV, including content of the programs and movies, and try to blind imitation by young people as a kind of keep up with the times and keep up with fashion and luxury and a sense of difference.

7. Some point out that those interested in entering the Internet has become a contributing factor in the strengthening of the generation gap, with respect to the culture of computing and communication with the outside world.

8. If some see in the satellite an attraction for a teenager in the house, and a catalyst for family reunification, because of the force of attraction and influence, as well as on being a factor active on the development of individual behavior and collective positively or negatively, the satellite encourage young and the teenager to withdraw from the real world, and reclusion front of the TV screen to follow up on satellite channels.

9. Influence on the ethical aspects, which represent the most prominent problems in the promotion of pornography and promiscuity, and cultural influence, which is the flow of information is selected and the promotion of Western ideas, and educational and behavioral aspects, which is the duplication.

10. The dispersion between what is learned in the individual educational institution and watching programs through direct broadcast channels.

11. Promote aggressive behavior, violence and contributing to the decline in the level of academic achievement.

12. The vulnerability of young interesting to observe the rituals of religion because of the follow-up to the various space programs and most dangerous deployment of false doctrines and superstitious ideas.

13. Prejudice chronological order for young girls, are thus stayed up late into the night in the follow-up satellite TV, and this has a clear impact on the weakness of the level of achievement.

14. Earn Satellite scenes adolescent criminal behavior, through the exposure of films embodies, the full implementation of the crime.

15. Weakening the influence of families in socialization, and became the school and media participation of the family in the socialization process and the formation of values and social behavior.

16. Ideological implications, and promotion of physical values and improve patterns of behavior, and perhaps promoted some of the live broadcast channels some atheistic ideas and all these expatriate content transmitted via satellite and, unfortunately, might be desirable to some Muslims, those ideas and ways of life in Western society and imitate for the ignorance of it.

17. Cultural relics, and is the cultural and intellectual invasion and try to Westernization and fight and threaten the cultural identity of the Arab community, through the presentation of standards and values and daily behaviors and the pattern of social relations in Western society, prescription finest and most advanced society, view prevailing in the Arab community models, and described retardation, and this explains the spread of Western cultural models in Arab societies.

18. Social effects, even in the animation of youth-oriented programs, those programs have contained the contents may have led to the disintegration of the family and encourage unilateral and selfish and out on parental authority, and mocking religious values, and probably contained broadcast contradictory concepts with our concept of the family and the legitimacy of the relationship programs between men and women in society.

19. The security implications, satellite channels offering crime and violence that they had a social reality and unusual events familiar to every day, people accept them spontaneously quiet acceptance of certain weather phenomena familiar.

20. Health effects, promotes satellite channels young people to negative behaviors, such as smoking, drugs and drinking alcohol, eating junk food and carbonated drinks, which negatively affects the health of young people, especially that most dramas these days is not

without alcoholic beverages, cigarettes and other products destroyer of Health (put harmful to health sign on the side of the screen if required use drama).

21. Educational effects, turn away young people to read and learn and study, which weakens their abilities and school performance, and leads Li family, social isolation, and the proliferation of Internet cafes, or what is known as the "Internet Cafe" in parts of the world, however, it remains a double-edged sword, there are those who use it to keep up with the pace of modern life movement and increase science and knowledge, or he deems yard to kill the boredom and wasting time.

22. In the international network of information that gives us a lot of trouble to look the world, young people get used to sit at the computer for long periods, because the Internet steals the time stealthily, and pass long hours like a few seconds.

23. May broadcast values, customs and traditions are curious about the community, and follow-up and get a feel for it have a clear impact on the behavior of the viewer and the value and concepts, and saturation with the culture of others distort the local culture.

24. Effect on young people who are in the cultural and intellectual formative stage, making them ready the control of these channels and being misled by the content of the media article, so it has to be double the effort to build and formation of young people, so that he can pick what is consistent with the culture, principles and ethics.

25. Spread of serious and new to the community a new phenomenon, the isolation and alienation, which is a result of the contradiction between the young man and himself, or between different human subjects, or between what is trying to achieve and the reality in which he lives.

26. Many studies have linked watching TV with a lack of physical movement, which affect the psychological and physiological health; it has been linked to spend a long time in front of your TV and between the unit and the lack of movement, which is considered a key element in the incidence of artery disease and heart among young adults⁴¹.

27. There is a relationship between television viewing and the increasing rates of obesity in children as a result of lack of movement.

28. There is a relationship between television viewing and the increasing rates of obesity in children, due to lack of movement⁴².

4.2 Positive phenomena of New Media

There are roles influential of the means of social communication in the lives of communities in general and Arab communities in particular⁴³, and most important: ease of understanding and communication between humans, these methods have achieved societal leap in networking and communication among Arab youth⁴⁴, and to highlight the individual and the lack of guardianship of choice and expression and publication⁴⁵, where any anyone that uses these methods to ask his opinions and ideas, and has commentaries discusses his companions, which also has become a haven for the oppressed, and led to the refinement of knowledge and increase the culture through contact with new cultures and other unknown, as well as the debate that is going on in the orbit of these means polished knowledge⁴⁶, also a way for entertainment and recreation, to the richness of their location and the diversity of broadcasts, it is also a way for e-commerce, where companies are exhibiting their products and the individuals role in the promotion of some goods Most social media reflects the vision of its owner and expresses his personality and his interests and his thoughts and aspirations⁴⁷.

E-government as one of the most positive events for the media to talk it a system adopted by governments using local and global networks to link institutions together, and linking the various services enterprise business and the general public, and build a transparent relationship aims to improve the quality of performance and increase efficiency in the implementation of the business runs smoothly and to improve communication within government departments in addition to providing better services to users through self-service through the World Wide web or automated telephone systems even outside official working hours.

We can confine the advantages of new media in the following points:

1. The satellite combines audio-visual word and image, which increases the strength of impact.
2. The satellite is characterized by its ability to attract the viewer, especially teenagers.
3. Dealing with the viewer directly, basis for stating in this way addresses the future face-to-face, and the possibility of transferring social events on the air an hour they occur.
4. Satellite Receivers in every home is the communication age feature, which allowed access to the viewer anywhere in the world, especially the large number and the transmission being in many languages and over twenty-four hours to all continents speeds do not exceed fractions of a second, whether through international satellite, regional or local.
5. We have to realize that the pros satellite exceed all affiliations Streptococcus, they are

human help provide amenities and entertainment innocent, and check the common interests which brought Remote facilitated images of social and political communication⁴⁸.

6. Renewal of the national culture stagnant highlight the trendy new models and aspirations that relate to innovation, high performance and rapid rhythm, while encouraging cultural exchange, and dissemination of cultural tolerance among nations and peoples.

7. Development of local communications media, particularly media and cable TV receivers, which imposes international channels competition, which calls for the need to update the local and regional satellite methods.

8. Reduce the informational sovereignty controlled by the major powers through news agencies that control and controlled, as well as movies and TV production, which includes more than call for the liberation and departure, to provide communities and youth programs of information that will help them freedom and the choice⁴⁹.

9. Helped direct broadcast channels Arab viewers the opportunity to learn the news, events and news policy and social world the moment they occur, and coexistence with the event and the news directly with sound and animation.

10. Follow-up sports festivals, providing the opportunity to follow the satellite channels.

11. Specialization in satellite and through each individual receives the finish of information programs and stuff that you are looking for.

12. Satellite contribute to the exploitation of times the viewer and take advantage of his free time as he hears or watching from meaningful dialogues and programs useful, and valuable tips.

13. Offers satellite channels benefits of a healthy, scientific, religious and social level, and to identify the disease, the use of direct transport in the transfer of live images on the performance of Hajj rituals and prayers of the holy places.

14. The composition of an education system at the national level as part of the overall social development process through satellite channels, offering longer and teachers and specialist's scientific and theoretical lessons without the presence of the student to his school or his institute.

15. According to satellite channels students in Arab societies from the expertise of specialists and professors learn about the latest research and product development in the science and people's daily lives.

16. Arab satellite channels emphasizes the importance of adhering to the values he believes in Arab society and to increase faith in the faith, and to clarify the cultural and

historical role of the Arab nation, and the live broadcast of the Arab core its issues, the composition of public opinion to serve the community of the Arab nation.

17. considers the satellite channels of modern inventions that made the human variety and great services in the life of human societies, and in return they are a double-edged sword along with positive and negative can not be ignored

18. The Internet provides opportunities of communication, that can help the elderly and the elderly to create a new social relation, especially after a period of leave for work and retirement while the device and its relations are considered vague and unreal relationships are often far from the truth behaviors⁵⁰.

19. Become a seeker of knowledge can acquire thousands of libraries, heritage and contemporary references in all of science.

20. The Internet a positive impact on the work of the most important: reducing the value of real estate as a result of the smaller companies to adopt home and with a network Internet and a way to provide services.

21. There are no side effects for education via the Internet, including the impact on social traditions and the presence of the teacher and the impact on the student's personality and the gradual loss of the old methods of teaching.

22. The use of the Internet in education has led to many of the most important benefits of portability computer to perform the role of an educational way and update the curriculum and providing information in different perspectives and help the teacher and the education of the disabled and taking into account individual differences.

27. According to the contents of an article I wrote Anna North, in the newspaper «New York Times» US, finally, a recent study indicates that the use of the Internet may be healthy for some people. And it analyzed the study, published in «patrols Gerontology», data (4642) people, aged (from 50 to 89) years.

5. Scientific theories to explain study

5.1 Theory of cultural planting

Planting is the development of cognitive and psychological components carried out by the sources of information and expertise among those exposed to it, has become the term planting since the mid-seventies associated theory, which attempts to interpret the social and cognitive effects of the media, especially television, and planting a special case of a wider process of socialization, the process of planting is a kind of accidental learning resulting from exposure

to mass communication, especially television.

Cultural planting theory is landing on the main hypothesis, that the individuals who are exposed to the television to watch the highly dense, differ in their perception of social reality with low viewing, as they believe that what they see on television from the reality of events and personalities, be identical to what is happening in the facts of life, It is also the theory on a group of sub-hypotheses are:

1. The people who are watching television extensively, more exposed, while a few people watching, are exposed to a variety of sources, such as television and personal sources.
2. Television is different from other means, which the planting occurs as a result of exposure and non-selective use by the public.
3. Television offers a world of uniform unified messaging uniformly or similar from the true reality and Avatars for the community.
4. Planting increases when viewers believe that a realistic drama, and seeks to provide facts rather than fiction.

According to (Miller), cultivation theory has not been established to study the targeted effects and specific (for example, that children watch Superman will attempt to fly by jumping out of the window), but rather to study the cumulative and overall impact of television, about the way we see the world in which we live in it, so the back of the term (Cultural planting theory)⁵¹.

(Jarbener) established cultural planting theory as one part of the strategic research for a three-part, called cultural indicators, and the concept of culture developed in order to be the idea of a more common form of social indicators, and called on the first part of this strategy is the institutional process analysis, which shows how to manage and production of media messages flowing, and how decisions are made, how it works media institutions⁵².

5.2 Theory of Social Change

The concept of the theory refers to the transformation that occurs to the social roles and the rules and regulations and social control which is carried out by members of the community during a certain period of time, advantage of the theory of social change in the following aspects:

1. Talented youth with outstanding intelligence, is the one who has the leadership and initiative towards social change.
2. The youth exposure to satellite programs with high density, will lead to the adoption of

social values that seek to channel viewed positively or negatively.

3. Social change of permanence and continuity, which is inevitable, it is necessary that everything is changing for the better.

4. The need for society to accept social change and adaptation and composition, according to the social values espoused by society.

5. Satellite technology in communities affected did not contribute to the invention or development process, due to the media spreading factor, influenced by social values system when youth are affected depending on what they present⁵³.

5.3 Cultural of propagation theory

Is an old theory, you see that the spread of cultural traits is the key factor in bringing about cultural changes, and distinguish between the transmission elements and patterns of culture from an earlier generation to generation later within the same community and the spread across the place to transfer from one area to another area, and the goals of the theory:

1. It seeks to detect loops that bind cultures together as a result of their interaction geographically, historically and chronologically.

2. Cultural spread occurs via communications and cultural relations between the peoples, and the role of those relationships in the growth of the culture.

3. A study to identify key cultural centers in the world, and how the confluence of cultures, tracking originated cultural circles.

Can benefit from the data this theory in the current study, the following:

1. Spreading a theory based on inventions and discoveries related to the new media and communications, satellite TV and the Internet is the discovery of an influential technology media.

2. Satellite be quick and effective way in the transfer of cultural traits between peoples, characterized by the characteristics of media rely on visual broadcast, which ranks as the most powerful media influences on communities, for easy access and communicate with them around the clock, and their ability to change public opinion, and dialogue and persuasion sound and image in all countries of the world.

3. Satellite is the factor of external factors deployment, and rapid and effective means of media, the cultural elements of the next deployment overseas, which has a capacity of AI deployment of the new features of the cultural communities⁵⁴.

One study warned that the penetration of the Arab media by Western thought, as the pattern provided by the Western media, is the most serious suffered by Arab youth, and that the contents of the cultural and political Western media, come in sharp and clear form, while the value patterns of Western contained in Article broadcast of Arab media comes in the form of a more insidious and influential, and the media is one of the most prominent media experience indirect events and issues that are far from the reach of public environments, as well as the media provide interpretative framework of the events and distant issues of the reach of members of the public⁵⁵.

Conclusion

- We can say that the use of new media such as satellite TV and the Internet as a communication tool very sophisticated and watch became covers all segments of society, and that this material technology has added many pros have had repercussions moral in the social and cultural aspects of the individual, family and community level, as clarified by the results of this study are:
- Educating students of the importance of the Internet, as one of the developments in technology, especially educational ones, to get a variety of scientific information, through the scientific literature distribution, holding seminars and meetings.
- Work training courses, workshops, intensive induction to the Internet, to train students to beneficial use them, through training on how to pick the information and choose the right ones in the research and scientific studies, which serve scientific careers.
- Conducting a comprehensive future studies for various age groups, due to the widespread use of the Internet, and direct effects in the social life of individuals, so as to reduce the negative effects of this technology, and to benefit from the positive effects of it.
- Internet provides educational value of the environment, provided that the student mastered the use of the skills and develops a positive trend towards him, which thus serves - as a backbone - a fundamental developments in curriculum and teaching methods.
- With scientific developments and the enormous technical, and the revolution in communications, the Internet and satellite TV, and enter the world in the process of globalization, culture as a system of political, economic and social, could be exploited influences coming across the Internet and satellite channels to increase awareness of

the younger generation, and help the political and social organizations in order to work on:

- Encourage the various talents and hobbies of youth generation to fill the void, and directing them appropriate and proper guidance.
- Attention to education issues pertaining to young people, and focus on the educational process to take place on the basis of reason and the scientific method and not on the basis of the padding and indoctrination.
- The fight against ignorance and illiteracy among young people, due to ignorance and backwardness born extremist ideas, urges young people and society into a downward spiral of violence and extremism.
- Study prevailing means of individual and collective search of social problems, and the conceptualization process to these problems.
- Instilling democratic values among young people, through the consecration of the traditions of free discussion and democratic dialogue and exchange of opinion between the total, and the success of this approach means strengthening democratic concepts in the community as a whole.
- Political and cultural awareness among young people, which enables them to become acquainted with crises and problems of their community generation.

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